

## Completing your Partner Profile in the Partner Membership Center (PMC)

We will use information from your Partner Profile to create your Pinpoint Profile, so it is important that you complete each section with clear, accurate entries. The Partner Profile gives you an opportunity to highlight your areas of expertise and tell customers why they should consider your products.

As part of the content review process, the Pinpoint editorial team will check your Partner Profile to make sure it meets Pinpoint content guidelines. This process can take up to five business days during our beta period. If your profile does not pass the review, the Pinpoint team will notify you and give you recommendations on how to revise your profile and gain approval.

To make sure that your profile has the best possible chance of being approved, we recommend that you follow the guidelines below. You will also need to refer to the 'Best Practices' document, which you can download from the Guidance Page of this Web site.

- Use correct grammar and spelling.
- Write in the present tense.
- Mark entries in lists with dashes: “-”.
- In a sentence listing a series of three or more elements, separate the elements with commas, and use a comma before the conjunction (for example: A, B, and C).
- **Avoid** exclamation marks.
- **Avoid** repeated or unnecessary use of punctuation and symbols.
- **Avoid** capitalization of entire words unless they are normally written that way.
- **Avoid** repetition of words.
- Include enough information about your product or service to describe all primary features and benefits.
- Remember your audience—the people reading your profile will be business decision makers, not technical people.
- Focus on what your product does, rather than its technical features.
- Concentrate on how your product addresses specific customer challenges.
- Always spell out acronyms in full. For example: *Customer Relationship Management (CRM)*. This will help to avoid confusion and ensure that potential customers clearly understand the features and benefits of your solution.

## How to Complete your Partner Profile

Your Partner Profile consists of three separate sections, all of which will need to be entered into the 'Your Organization Description' section of the 'Organization Profile' tab.

Here are some guidelines on how to create a well-written, customer-friendly profile. Please refer to this as you write your partner profile descriptions. Base your entries on the examples that follow each set of guidelines.

### Section 1:

**Headline:** State the kinds of products and services your company offers.

Length: Up to 60 characters including spaces.

**Description:** Sentence 1 and 2: State your company name, the kinds of products and services you offer, and what they do to help people.

Sentence 2 or 3: If you have been in business for many years or you can make a statement that differentiates your company from competitors, you can highlight this to customers here. For example: "PC Week named us the No. 1 supplier of workforce management solutions for 2007."

Length: Up to 600 characters including spaces.

#### **Example:**

*XYZ Technologies*

*A Leader in Workforce Management, Delivery Tracking, and Estimating Technology.*

#### **Example 2:**

*Generation 2.0 Workflow Product: A comprehensive workflow and data management system appropriate for any industry.*

*XYZ Technologies has expertise in the manufacturing, distribution, healthcare, and retail industries. We help businesses like yours meet critical business requirements more effectively, better manage staff and production environments, respond quickly to customer needs, and track day-to-day information about business continuity. We've been successfully helping clients streamline their workflow and operations since 1990. We are dedicated to designing and supporting fast, flexible, and user-friendly products that help your business thrive.*

## Section 2:

**Description:** Sentence 1 (and 2 if needed): Tell potential customers what your offerings do. Think about what makes your products valuable. How do your products solve the business challenges of your target audience?

Finish with a colon, and then name each of your products or services. Use dashes (-) to create a list. Make sure that the second sentence (or the first sentence if you only have one) creates a link to the bulleted list. See the example below.

Length: Up to 300 characters including spaces.

### **Example:**

*Accomplish more without sacrificing quality. The following XYZ Technologies products are designed to immediately improve your productivity—and are totally scalable should your business grow:*

- Order Delivery Tracking System*
- Mobile Resource and Work Force Management solutions*
- GPS Mapping*
- Vehicle Maintenance Management*
- Building Material Estimating Systems*

### Section 3:

**Description:** Using one or two sentences, tell customers why your products can best meet their needs.

Here you can share fact-based examples of how you helped customers. Share information about Microsoft Certification and competencies. Be sure your last sentence wraps up your profile with a definitive, customer-focused benefits statement. Points to remember:

- Write as if you are speaking directly to a customer
- Stay focused on customer needs
- Tell customers how your offerings address those needs

Length: Up to 600 characters including spaces.

**Example:**

*Our Order Delivery Tracking System can help you to improve the accuracy and timeliness of your orders by up to 25 percent. As a Microsoft® Gold Certified Partner, we're committed to helping you achieve your business goals with products that ensure you deliver the best service to customers while saving time, money, and countless other resources.*

---